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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to:

"Commissioner for Patents"  
P.O. Box 1450  
Alexandria, VA 22313-1450

on November 17, 2003

  
Edward A. Squillante, Jr.  
Reg. No. 38,319

November 17, 2003  
Date of Signature

PATENT

CASE #Z6000(V)  
UNUS #01-D507-EDG

3727  
m. and  
12/2/03  
12/7/03  
RECEIVED  
NOV 21 2003  
TECHNOLOGY CENTER R3700

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Coccoaro et al.  
Serial No.: 09/955,894  
Filed: September 19, 2001  
For: METHOD FOR PURCHASING CONSUMER PRODUCTS

Group: 3727  
Examiner: Jeffery A. Shapiro  
Edgewater, New Jersey 07020

AMENDMENT AND REPLY UNDER 37 CFR §1.111

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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DEC 03 2003  
GROUP 3600

Sir:

The following reply is responsive to the Office Action mailed August 15, 2003. Claims 1-13 were the claims presented for prosecution on the merits and they are the claims which remain pending. Reexamination and reconsideration of the subject application, pursuant and consistent with 37 CFR §1.112, are respectfully requested.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.

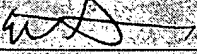
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on November 17, 2003

  
EDWARD A. SQUILLANTE, JR.  
Reg. No. 38,319  
Attorney for Applicant(s)

November 17, 2003  
Date of Signature

UNITED STATES DEPT. OF COMMERCE  
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TECHNOLOGY CENTER H3700

In re application of: Coccaro et al.  
Serial No.: 09/955,894  
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For: Method for Purchasing Consumer Products  
Group: 3727  
Examiner: Jeffery A. Shapiro  
Edgewater, New Jersey 07020

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.

[ ] No additional fee is required.

The fee has been calculated as shown below.

**CLAIMS AS AMENDED**

	(2) * Claims Remaining After Amendment		(4)** Highest No. Previously Paid For	(5) Present Extra	(6) Rate	(7) Additional Fee
Total Claims		Minus			\$ 18.00	
Independent Claims		Minus			\$ 86.00	
Multiple Claims					\$ 290.00	
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$

\*If the entry in Column (2) is less than the entry in Column (4), write "0" in Column (5).

\*\*If the "Highest No. Previously Paid For" is less than "20," write "20" in this space.

[ ] Charge \$\_\_\_\_\_ to Deposit Acct. #12-1155. Triplicate copies of this letter are enclosed.

[X] The Commissioner is hereby authorized to charge any additional fees, which may be required to our deposit account No. 12-1155, including all required fees under


[X] 37 C.F.R. § 1.16;

[X] 37 C.F.R. § 1.17;

[X] 37 C.F.R. § 1.18.

Triplicate copies of this letter are enclosed.

EAS/pod  
(201) 840-2925

  
Edward A. Squillante, Jr.  
Attorney of Record  
Reg. #38,319